

Cooperative Marketing

Program Summary for the Fiscal
Year Ending June 30, 2014



Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

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The Division of Tourism Cooperative Marketing Program has awarded \$53.3 million toward the support of local performance-based tourism marketing projects since its inception in fiscal year 1995. Applicants with successful marketing projects can receive reimbursement for approved tourism marketing activities of up to 50 percent of the project cost.

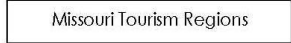
- Encourage industry partners to invest in the markets and media that research has shown to be the most appropriate for the Missouri visitor and provide the best return on our mutual investments
- Support qualified performance-driven projects designed to increase tourism expenditures in Missouri
- Approve projects that target an average of 75 percent or more in out-of-state markets

The Division of Tourism administers the Cooperative Marketing Program under the direction of the Missouri Tourism Commission and the Cooperative Marketing Advisory Committee.

Figure 1 illustrates the Missouri Division of Tourism vacation regions. Cooperative Marketing funding is tracked by these regions as well as by the county.

The Cooperative Marketing Advisory Committee, comprised of industry professionals, provides ongoing insight into the tourism marketing needs of the industry. Regional representation is one of the criteria for the committee member selection.

Over the last three years, MDT explored opportunities to enhance and streamline the structure of the Cooperative Marketing Program for FY15 and beyond. Meetings were conducted



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across the state to seek input on best practices and opportunities for the future. With the support of the Missouri Tourism Commission, the new Promote Missouri Fund was launched July 1, 2014.

History:

Through the end of the 2014 fiscal year, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with state funding awards of approximately \$53.3 million for advertising and marketing projects totaling more than \$108 million.

Figure 2 illustrates the totals of FY1995 through FY2014 program awards and reimbursements by each of our five tourism regions.

Figure 3 reflects the total budgets of approved projects by marketing activity type for the period FY1995 through FY2014.

Figure 2			
FY95 - 14 Awards/Reimbursements by Tourism Region			
Tourism Region	# of Projects	Awards (Millions)	Reimbursements (Millions)
Central	293	\$8.9	\$8.2
Northeast	284	\$12.3	\$11.4
Northwest	325	\$12.5	\$11.1
Southeast	170	\$1.6	\$1.4
Southwest	232	\$18.0	\$17.2
Total	1304	\$53.30	\$49.30

Figure 3		
FY95 - 14 Awards by Marketing Activity	Budget (Millions)	% of Budget
Media Advertising	\$93.2	86%
Collateral Material & Printing	\$5.1	5%
Billboards, PR, Audio Visual Materials, Websites, Direct Advertising & Other Marketing	\$6.6	6%
Production & Non-Marketing Activities	\$3.2	3%
Total Marketing	\$108.1	100.0%

Area of Focus:

The Cooperative Marketing Program provides reimbursement of up to 50% of eligible expenses incurred by certified DMOs for the fulfillment of approved tourism marketing projects designed to increase the economic impact of tourism throughout Missouri. To be considered tourism marketing, a project must specifically target the potential visitor who must travel a minimum of fifty miles to

reach the destination. The four areas of focus for funding available through the co-op program are 1) marketing to the leisure traveler, 2) marketing to the media, 3) marketing to the event planner, and 4) tourism research.

1. **Marketing to the Leisure Traveler** - Performance-based tourism marketing projects that target the leisure traveler are the primary focus of the Cooperative Marketing Program. The following categories provide funding opportunities designed to satisfy a wide-variety of marketing needs.
 - Missouri Jewels Program - Technical assistance and funding for the development of a tourism website, tourism marketing brochure and/or pre-market visitor research
 - Civil War 150 Promotion - Advertising and marketing that are designed to increase exposure and attendance of Civil War 150 attractions and events
 - Leisure Travel Marketing - Medium to large DMOs may participate in this category. Various tourism marketing activities are eligible for reimbursement
 - Small Project Marketing - Small DMOs may participate in this category. Various tourism marketing activities are eligible for reimbursement
 - Destination Advertising - Large DMOs may participate in this category. Media advertising and ad placement in approved media markets only
2. **Marketing to the Media**
 - Public Relations - Marketing to the media through contracted public relations vendors that encourage positive media coverage with a leisure travel focus.
3. **Marketing to the Event Planner**
 - Convention Marketing - Marketing that targets the meeting conference planner to attract new business that does not typically meet in Missouri.
 - Amateur Sports Marketing - Meeting that targets the sporting event planner to attract new business that does not typically meet in Missouri.
4. **Tourism Research** - This category provides matching funds for the implementation of approved tourism research projects that identify markets and targets or measure marketing outcomes.

Figure 4 presents the overall program awards and reimbursements by marketing focus from FY1995 through FY2014.

Figure 4 FY95 - FY14 Award History by Marketing Focus				
Marketing Focus	Number of Projects	% of Total Awards	Awards (Millions)	Reimbursements (Millions)
Marketing to the Leisure Traveler	1059	89%	\$47.1	\$43.8
Marketing to the Media	18	1%	\$0.5	\$0.5
Marketing to the Event Planner	175	10%	\$5.5	\$4.8
Tourism Research	52	0%	\$0.2	\$0.2
Total	1304	100%	\$53.30	\$49.30

SECTION II. FY2014 PROGRAM OVERVIEW

FY2014 Analysis:

MDT approved 56 tourism-marketing projects totaling approximately \$2.9 million. Coupled with the matching local funds, the Cooperative Marketing Program generated more than \$5.7 million in marketing to promote Missouri as a premier tourism destination.

Ninety percent of the Cooperative Marketing Program dollars purchased media advertising which includes television, magazines, radio, inserts, and electronic marketing.

The remaining amount was used for a variety of tourism marketing activities including billboard lease; press tours; tradeshow participation; website development; the design, printing and distribution of collateral materials; research; production; audio visual material development and distribution; and booth purchases.

Figure 5 illustrates FY2014 awards by marketing activity.

Figure 5		
FY14 Awards by Marketing Activity	Budget (Millions)	% of Budget
Media Advertising	\$5.1	89%
Collateral Material & Printing	\$0.1	1%
Billboards, PR, Audio Visual Materials, Websites, Direct Advertising & Other Marketing	\$0.4	8%
Production & Non-Marketing Activities	\$0.1	2%
Total Marketing	\$5.7	100.0%

Figure 6 details the dollars that were made available and the actual dollars expended for FY2014 advertising and marketing activities presented by marketing focus and category. Approximately 85% of these co-op dollars were devoted to marketing to the leisure traveler.

Figure 6			
FY14 Summary of Awards/Reimbursements by Marketing Focus			
Marketing Focus/Application Category	# of Contracts	Awarded	Reimbursed
Marketing to the Leisure Traveler		\$2,428,418	\$2,335,638
Small Project Marketing - S/F	8	\$32,407	\$24,869
Small Project Marketing - W/S	3	\$12,500	\$7,382
Leisure Travel Marketing	11	\$345,450	\$303,827
Destination Advertising	8	\$2,019,512	\$1,989,284
Civil War 150 Promotion	5	\$16,499	\$8,226
MO Jewels program	1	\$2,050	\$2,050
Marketing to the Media		\$70,000	\$70,000
Public Relations	2	\$70,000	\$70,000
Marketing to the Event Planner		\$334,267	\$283,200
Convention Marketing	8	\$269,343	\$238,605
Amateur Sports Marketing	5	\$64,924	\$44,595
Tourism Research		\$21,875	\$15,825
Tourism Research	5	\$21,875	\$15,825
Totals	56	\$2,854,560	\$2,704,663

Figure 7 illustrates the FY2014 awards and reimbursements as received by DMOs in the five Missouri tourism regions.

Figure 7			
FY14 Awards/Reimbursements by Tourism Region			
Tourism Region	# of Projects	Awards (Millions)	Reimbursements (Millions)
Central	17	\$397,465	\$376,317
Northeast	12	\$679,867	\$665,858
Northwest	13	\$680,935	\$576,854
Southeast	6	\$89,343	\$82,526
Southwest	8	\$1,006,950	\$1,003,108
Total	56	\$2,854,560	\$2,704,663

SECTION III. FY2014 ASSESSMENT - COMBINED DATA

STATISTICAL DATA:

Following the completion of each funded project, participants submit summary reports that assess the outcome of the funded marketing activities. The data is analyzed and combined in this section for program-wide measurement. The following pages reflect the statistical data provided by our participants.

Outcomes for Marketing Projects that Target the Leisure Traveler:

Eighty-five percent of the dollars awarded for co-op projects targeted the leisure traveler, included in this group are projects funded in Destination Advertising, Leisure Travel Marketing, Small Project Marketing, Civil War 150 promotion, and the MO Jewels Program. The summary reports for projects in this group outline the project objectives as well as the DMO's measure of the success of the marketing funded. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project.

Leisure travel marketing and destination advertising category participants provide measurement research to support the outcomes reported. The level of research required for each project is commensurate with the marketing category and the amount of state funding provided. This research provides not only important data, but also valuable insight to Missouri tourism marketing trends at the local levels.

Small Project Marketing - DMOs with level 1 certification may apply for funding in this category for small leisure travel projects. Funded projects are of a limited scope with the duration of six months or less. Eligible marketing activities include media placement (TV, radio, cable and banner), electronic media, brochure distribution, printing and production of collateral materials, printing and production of targeted direct mail pieces, trade show registration, billboard lease, booth acquisition and website development.

Leisure Travel Marketing - DMOs with level II certification may apply for matching funds annually to promote leisure travel in this category. Eligible marketing activities that may be included in the leisure travel application include: print media, broadcast media, electronic marketing, billboard lease, tradeshow registration, direct mail, and printing costs for collateral materials and marketing materials.

Destination Advertising - DMOs with level III certification may apply for matching funds for placement costs for selected advertising targeting the leisure traveler in those markets and media approved by MDT (approved media markets list provided annually). Eligible marketing activities include: broadcast, print, electronic marketing. Participants

must pay all production costs associated with ads placed in this category. Ads may be placed through the Division of Tourism's ad agency, or the participant may place the ads independently.

Jewels Program - The Missouri Jewels Program is a two year, entry-level tourism marketing program designed to assist counties that contain promising tourism assets develop sustainable tourism marketing programs. Eligible marketing activities include: website development, brochure development, and pre-market research.

Civil War 150 Promotion - The Civil War 150 program provides matching funds for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War 150 events and attractions. Eligible marketing activities include: broadcast, print, billboards, and electronic marketing.

Figure 8 presents the combined data from projects targeting the leisure traveler. The total project costs (state dollars reimbursed and local matching dollars) for FY2014 is \$4.7 million.

Figure 8	
Combined Summary Data for Projects Targeting the Leisure Traveler: Small Project Marketing, Leisure Travel Marketing, Destination Adv., Jewels Program, Civil War 150 Promotion	
State Dollars Awarded	\$2,428,418
State Dollars Reimbursed	\$2,335,638
Local Matching Dollars	\$2,341,183
Total Project Costs	\$4,676,821
Targets In-State Markets	18%
Targets Out-of-State Markets	82%
Gross Impressions	3,218,797,004
Projects Funded	36

Outcomes for Marketing Projects that Target the Media:

Public Relations - DMOs with level II or III certification may apply annually for matching funds for costs associated with contracted public relations services for development and distribution of media releases; press tours; media marketplaces; sales missions; media queries; press kit development; and photography and video specific to the public relations activities designed to promote leisure travel.

Figure 9 summarizes the public relations category data. DMOs that do not have a sufficient budget to employ public relations staff can expand their marketing reach through contracted public relations services through this category to generate media coverage.

Figure 9

Combined Summary Data for Projects Targeting the Media

State Dollars Awarded	\$70,000	Media Released Distributed	24
State Dollars Reimbursed	\$70,000	Group Press Tours Hosted	3
Local Matching Dollars	\$70,000	Individual Press Tours Hosted	23
Total Project Cost	\$140,000	Media Market Places Attended	13
Stories Attributable to the Project	357	Videos Distributed	0
Stories Anticipated	153	Press Kits Distributed	1
% Targeting In-State Markets	20%	Sales Missions Completed	15
% Targeting Out-of-State Markets	80%	Media Queries Initiated	286
Number of Projects Funded	2		

Outcomes for Marketing Projects that Target the Event Planner:

Approximately twelve percent of the FY2014 Cooperative Marketing awards supported projects designed to influence those individuals who plan conventions, meetings, and sporting events. Eligible marketing activities include: print, broadcast, electronic marketing, tradeshow registration and booth rental costs, booth acquisition, direct mail, and printing/distribution costs for direct mail materials and collateral materials.

Convention Marketing - DMOs with level II or III certification may apply annually for matching funds for convention and meeting marketing. Projects may target only those conventions and meetings that do not typically, or on a revolving schedule, meet in Missouri.

Amateur Sports Marketing - DMOs with level II or III certification may apply annually for matching funds for amateur sporting event marketing. Funded projects may target only those sporting events that do not typically, or on a revolving schedule, meet in Missouri.

Figure 10 - The combined state and local Cooperative Marketing investment for Convention marketing projects was \$478,124 with 1,061,306 room nights generated by these projects.

Figure 11 - The combined local and state investment for Amateur Sports Marketing was \$88,368.

Figure 10

Convention Marketing Summary

State Dollars Awarded	\$269,342
State Dollars Reimbursed	\$238,605
Local Matching Dollars	\$250,650
Total Project Cost	\$489,255
Other CVM Expenditures	\$807,812
Total CVM Expenditures	\$1,297,067
Magazine Ads Placed	96
Trade Shows Attended	26
Conventions Booked	1,270
Meetings Booked	1,350
Total Bookings	2,620
Number of Projects Funded	7
Total Room Nights Generated	1,061,306

Figure 11

Amateur Sports Marketing Summary

State Dollars Awarded	\$64,924
State Dollars Reimbursed	\$44,595
Local Matching Dollars	\$43,773
Total Project Cost	\$88,368
Other ASM Expenditures	\$291,791
Total CVM Expenditures	\$380,159
Magazine Ads Placed	27
Trade Shows Attended	5
Sporting Events Booked	223
Number of Projects Funded	4
Total Room Nights Generated	55,461

Tourism Research:

Certified DMOs may apply annually for matching funds for the implementation of approved tourism research projects. Research may focus on identifying markets and targets as well as measuring outcomes. The minimum state funding amount for these projects is \$1,000 with a \$5,000 maximum.

Figure 12 - Five DMOs utilized this category to assist with the cost of various research projects that focus on identifying markets and targets or measuring outcomes such as those required in some marketing categories.

Figure 12

Tourism Research Summary

Number of Projects Funded	5
State Dollars Awarded	\$21,875
State Dollars Reimbursed	\$15,825
Local Matching Dollars	\$32,075
Total Project Cost	\$47,900

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Figure 13 summarizes the FY2014 total dollars awarded and reimbursed, along with the county designations for each participating DMO.

Figure 13			
DMO Name	County Designations	Awards	Reimbursements
St. Louis CVC	St. Louis City/County	\$441,000	\$440,951
Branson/Lakes Area Chamber of Commerce/CVB	Taney	\$441,000	\$441,000
Visit KC	Western Jackson/Clay	\$436,778	\$419,134
Springfield CVB	Greene/Polk/Christian	\$418,000	\$415,456
Lake of the Ozarks Tri County Lodging Association	Camden/Miller/Morgan	\$198,928	\$193,602
City of St. Charles Tourism Department	St. Charles	\$187,710	\$183,709
Chamber of Commerce of Table Rock Lake/Kimberling City	Stone	\$138,000	\$137,448
Buchanan County Tourism Board d/b/a St. Joseph CVB	Buchanan	\$133,414	\$126,038
City of Independence Tourism Department	Eastern Jackson	\$97,744	\$21,181
City of Columbia CVB	Boone	\$81,353	\$78,756
Jefferson City CVB	Cole	\$49,912	\$49,912
City of Lebanon	Laclede	\$39,893	\$37,171
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$37,005	\$35,097
Washington Area Chamber of Commerce	Franklin	\$26,675	\$25,410
City of Ste. Genevieve Tourism Department	Ste. Genevieve	\$24,850	\$20,850
City of Sikeston d/b/a Sikeston CVB	Scott	\$24,065	\$24,065
Sedalia Area Chamber of Commerce	Pettis	\$14,778	\$12,356
Clinton Tourism Association, Inc.	Henry	\$10,000	\$2,675
Carthage CVB	Jasper	\$9,950	\$9,205
City of Hermann Tourism	Gasconade	\$5,000	\$3,510
City of Hannibal CVB	Marion/Ralls	\$5,000	\$5,000
Marshall Chamber of Commerce	Saline	\$5,000	\$5,000
Kirksville Area Chamber of Commerce	Adair	\$4,357	\$2,017
Platte County Visitors Bureau	Phelps	\$3,000	\$3,000
City of Boonville Tourism Department	Cooper	\$2,600	\$1,844
Totals		\$2,836,012	\$2,694,387

Figure 14 summarizes dollar awarded and reimbursed for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War 150 events and attractions.

Figure 14

Organization Name	County	Awards	Reimbursements
Mark Twain Home Foundation	Marion	\$4,750	\$0
Eminence Area Arts Council	Shannon	\$3,424	\$2,514
Missouri's Civil War Heritage Foundation, Inc.	Multiple Counties	\$3,325	\$3,212
Clinton County Historical Society, Inc.	Clinton	\$5,000	\$2,500
Totals		\$16,499	\$8,226

Figure 15 summarizes the dollars awarded and reimbursed through the Missouri Jewels Program. The Missouri Jewels Program is a two-year, entry level tourism marketing program for counties that contain promising tourism assets.

Figure 15

DMO Name	County	Awards	Reimbursements
Pike County Tourism Commission	Pike	\$2,050	\$2,050
Totals		\$2,050	\$2,050

SECTION IV. FY2014 ASSESSMENTS - INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2014 contract grouped by marketing category.

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-01-001-55	<u>DMO</u>	Marshall Chamber of Commerce
<u>Category:</u>	Small Project Marketing-S/F	<u>Project:</u>	Missouri Life Campaign
<u>Primary Objectives</u>	1. Create and distribute tourism related materials that promote Saline County Tourism. 2. Establish, maintain and promote county wide tourism activities throughout the year. 3. Position Saline County as offering multiple tourism related activities throughout the year.		

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$2,500.00
<u>State Dollars Awarded:</u>	\$2,500.00	<u>Local Matching Dollars:</u>	\$2,649.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$5,149.00

Marketing Activity Information

<u>Magazine Ads Placed</u>	2	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	193,600
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	88 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	12 %

Project Outcomes

DMO Comments 1. Met, created magazine advertising promoting Saline County tourism for distribution through Missouri Life's 96,800 subscribers. 2. Met, each Missouri Life ad included an "Events Calendar" providing contact information and brief description of multiple events during time frames specific to individual magazine issues. 3. Met, each specific issue included upcoming events and activities and promoted multiple events being held in Saline County throughout the year.

Impact of Co-op Project Increased number of web site inquiries and 960 for first half of FY14 indicate the Missouri Life project is increasing the awareness of tourism related activities in Saline County. The Missouri Life project benefited 19 different events, activities and facilities that promote tourism. Individual tourism groups would not have been able to afford to promote their event or activity to a multi-state audience without this program.

Outcome Effect on Future Marketing Started using web site inquiries and asking tourism partners for information on web site inquiries for their respective events and activities that were included in the Missouri Life project.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **14-01-017-55** DMO **Platte County Visitors Bureau**

Category: **Small Project Marketing-S/F** Project: **Platte County Website Update**

Primary 1. Increase hotel occupancy rates (primary focus - weekend occupancy)

Objectives 2. Increase number of visitors to Platte County and corresponding tourism expenditures by 3%

 3. Increase website traffic by 25%

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$3,000.00	<u>State Dollars Reimbursed:</u>	\$3,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$3,000.00
		<u>Total Project Cost:</u>	\$6,000.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 0
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.84
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 30 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 70 %

Project Outcomes

DMO Comments Objective 1: Hotel occupancy increased by 1.3% for year ending 2013 (objective met)

 Objective 2: From county tax revenues, tourism expenditures increased 1% for year ending 2013 (not met)

 Objective 3: Website traffic increased 70% for year ending 2013 (objective met)

Impact of Co-op Project Platte County's improved website is now more user friendly and easy to maneuver through showcasing the county's attractions, hotels and restaurants. Discounts and deals can now be added on a timely basis making the website more interactive and not static.

Outcome Effect on
Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **14-01-030-11** DMO **Buchanan Co. Tourism Board d/b/a St. Joseph CVB**

Category: **Leisure Travel Marketing** Project: **Leisure Travel Marketing to Buchanan County**

Primary Objectives Objective 1: Increase our email database so we may market this destination via other mediums.
 Objective 2: Increase visitation to our website and Facebook page.
 Objective 3: Cost-effectively reach our target market by extending our online message.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$18,580.00
<u>State Dollars Awarded:</u>	\$18,580.00	<u>Local Matching Dollars:</u>	\$18,580.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$37,160.00

Marketing Activity Information

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	87,593,613
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	16	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	25 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	8	<u>Out-of-State Marketing</u>	75 %

Project Outcomes

DMO Comments Objective 1: From FY13 to FY14, the destination's email database increased by 7492 through this program.
 Objective 2: Because of this program, we saw a Facebook fan generation of 8732 additional people, and visitation to our website increased by 91%
 Objective 3: The reach of the DMO's traditional marketing was extended to a new online audience through the Lead Generator/Esolve program, brochures and the KC seasonal email programs.

Impact of Co-op Project The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO and those advertising purchases resulted in more inquiries than could have been generated alone.

Outcome Effect on Future Marketing We will review these results and continue with the programs that have proven the largest conversion and ROI.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$465.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	17.40%	<u>Incremental Trips:</u>	27,100	<u>Dollars Spent per Trip:</u>	\$465.00
<u>#Aware Households:</u>	813,000	<u>Incremental Room Nights:</u>	65,800	<u>Economic Impact:</u>	\$12,600,000
<u>Increment Travel:</u>	3.30%			<u>Advertising \$\$ Spent:</u>	\$200,000

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-01-046-44	<u>DMO</u>	Visit KC
<u>Category:</u>	Destination Advertising	<u>Project:</u>	FY14 Leisure Marketing
<u>Primary Objectives</u>	Objective 1: Create more than 345 million brand impressions through integrated marketing		
	Objective 2: Drive incremental visits, hotel room nights, and economic impact from all 8 key feeder markets		
	Objective 3: Increase online visitation by 12% to approx 2.39 million visits (web + mobile)		

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$374,712.07
<u>State Dollars Awarded:</u>	\$391,000.00	<u>Local Matching Dollars:</u>	\$374,712.96
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$749,425.03

Marketing Activity Information

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	214,323,856
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	17,079	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	7,003	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	21 %
<u>Radio Ads Placed</u>	4,456	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	79 %

Project Outcomes

<u>DMO Comments</u>	Objective 1: CY14 exceeding with 372 million brand impressions Objective 2: With a ROI of \$73 and 99k incremental trips occurred during time period Objective 3: Exceeded 12% goal with a 29% increase in visits to 2.8 million for fiscal year
<u>Impact of Co-op Project</u>	The Cooperative Marketing project is integral in reaching all key regional markets with enough frequency to create impact. It also allows us to showcase our media partners to a regional audience.
<u>Outcome Effect on Future Marketing</u>	We are considering testing a different approved, out of state market while trimming from under performing StL

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$719.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	62.00%	<u>Incremental Trips:</u>	99,000	<u>Dollars Spent per Trip:</u>	\$719.00
<u>#Aware Households:</u>	2,000,000	<u>Incremental Room Nights:</u>	202,000	<u>Economic Impact:</u>	\$71,400,000
<u>Increment Travel:</u>	8.30%			<u>Advertising \$\$ Spent:</u>	\$977,000

Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 14-01-047-44 DMO Buchanan Co. Tourism Board d/b/a St. Joseph CVB
Category: Destination Advertising Project: Destination Marketing for Buchanan County
Primary Objectives Objective 1: Advertise in mediums that result in our highest return on investment and conversion.
Objective 2: Generate visitor related economic impact for Buchanan County and Northwest Missouri region.
Objective 3: Advertise in mediums that allow us to increase our email database to over 17,000

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$108,936.50	<u>State Dollars Reimbursed:</u>	\$102,805.83
<u>Revised Award:</u>	\$102,805.83	<u>Local Matching Dollars:</u>	\$102,805.84
		<u>Total Project Cost:</u>	\$205,611.67

Marketing Activity Information

<u>Magazine Ads Placed</u> 33	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 26,542,000
<u>Newspaper Ads Placed</u> 20	<u>Electronic Marketing</u> 24	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 3	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 18 %
<u>Radio Ads Placed</u> 100	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 82 %

Project Outcomes

DMO Comments Objective 1: Yes, this program allows us to continue advertising in publications with greater ROI and conversion. (See attached FY14 Ad Effectiveness study) 17
Objective 2: Yes, Buchanan County generated \$162,329,389 in tourism revenue, an increase of 2.3% over 2012.
Objective 3: Yes, our email database increased to 21,000 by the end of FY14.

Impact of Co-op Project The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO and those advertising purchases resulted in more inquiries than could have been generated alone.

Outcome Effect on Future Marketing We will review these results and continue with the programs that have proven the largest conversion and ROI.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$465.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 17.40%	<u>Incremental Trips:</u> 27,100	<u>Dollars Spent per Trip:</u> \$465.00
<u>#Aware Households:</u> 813,000	<u>Incremental Room Nights:</u> 65,800	<u>Economic Impact:</u> \$12,600,000
<u>Increment Travel:</u> 3.30%		<u>Advertising \$\$ Spent:</u> \$200,000

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-01-056-56	<u>DMO</u>	Marshall Chamber of Commerce
<u>Category:</u>	Small Project Marketing-W/S	<u>Project:</u>	Missouri Life Campaign
<u>Primary Objectives</u>	1. Create and distribute tourism related material that promotes Saline County Tourism events, activities, and points-of-interest 2. Advertise and promote county-wide tourism activities throughout the year to increase awareness and attendance at advertised events. 3. Advertise multiple tourism related activities and events throughout the year to appeal to a broad range of visitors.		

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$2,500.00
<u>State Dollars Awarded:</u>	\$2,500.00	<u>Local Matching Dollars:</u>	\$2,881.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$5,381.00

Marketing Activity Information

<u>Magazine Ads Placed</u>	2	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	193,600
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	88 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	12 %

Project Outcomes

DMO Comments Objective 1: Advertising in all six issues of Missouri Life to over 100,000 subscribers increases the awareness of multiple tourism related events throughout Saline County. Increased website inquiries reflect objective was met.
 Objective 2: Advertising in Missouri Life year-round provides an opportunity to promote tourism related events that are on-going and also held on specific dates to position Saline County as a year-round tourism destination which met our objective.
 Objective 3: Being in all six issues allowed us to advertise multiple tourism events that target a wide range of visitors which met our objective.

Impact of Co-op Project This project enabled us to advertise 5 specific major tourism related events or activities multiple times and 13 other tourism related events during the February to May time frame. Increased inquiries on our tourism website indicate a 199% increase over last year. Without the Cooperative Marketing Program, many of our tourism partners would not be able to participate in the Missouri Life project.

Outcome Effect on Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-01-061-99	<u>DMO</u>	Clinton County Historical Society, Inc
<u>Category:</u>	Civil War 150 Promotion	<u>Project:</u>	1864 Battle of Plattsburg Living History Festival Radio Project
<u>Primary Objectives</u>			

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$2,500.00
<u>State Dollars Awarded:</u>	\$5,000.00	<u>Local Matching Dollars:</u>	\$2,500.00
<u>Revised Award:</u>	\$2,500.00	<u>Total Project Cost:</u>	\$5,000.00

Marketing Activity Information

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	198,000
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	100 %
<u>Radio Ads Placed</u>	768	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	0 %

Project Outcomes

DMO Comments The visitation generated by this project included individuals and families from MO, KS, NE, and CO. Attendance Friday and Saturday was as expected. Event cancelled late Saturday afternoon due to an impending severe storm that did occur at noon on Sunday, one hour before main Sunday activity of the event. Mass press release was disseminated announcing cancellation. This media blitz on Saturday night and Sunday morning was effective in reaching attendees that might have otherwise traveled on Sunday.

Impact of Co-op Project The visitation was calculated by conversations from families at the information booth, from respondents providing their state of residence on the event calculation form that was randomly handed out during the event, and phone calls to Kansas residents to attain info otherwise unavailable.

Outcome Effect on Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	<u>Visits Generated:</u>	<u>Total visitor expenditures:</u>
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u>	<u>Return on Investment (ROI):</u>
<u>Advertising Recall:</u>	<u>Incremental Trips:</u>	<u>Dollars Spent per Trip:</u>
<u>#Aware Households:</u>	<u>Incremental Room Nights:</u>	<u>Economic Impact:</u>
<u>Increment Travel:</u>		<u>Advertising \$\$ Spent:</u>

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **14-02-005-55** DMO **Kirksville Area Chamber of Commerce**

Category: **Small Project Marketing-S/F** Project: **AAA Travel Advertising**

Primary Objectives 1. Increase leisure travelers from nearby states by advertising to those states.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$2,017.05
<u>State Dollars Awarded:</u>	\$4,356.63	<u>Local Matching Dollars:</u>	\$2,017.05
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$4,034.10

Marketing Activity Information

<u>Magazine Ads Placed</u> 1	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 1,105,994
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 0 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 100 %

Project Outcomes

DMO Comments 1. The goal of increasing visitors from nearby states was met by these ads in combination with marketing efforts in addition to this coop marketing project.

Impact of Co-op Project The addition of this award of coop marketing dollars has allowed Kirksville Tourism to reach more potential visitors than we otherwise could have reached.

Outcome Effect on Future Marketing We will continue to buy ads with AAA magazines because of the reader service and market area.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **14-02-007-55** DMO **City of Hannibal CVB**

Category: **Small Project Marketing-S/F** Project: **Write Your Own Story! 2**

Primary Objectives 1. Increase overnight stays in the Hannibal area. 2. Increase top of mind awareness. 3. Continue to expand into new markets in northern and eastern states.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>State Dollars Awarded:</u>	\$5,000.00	<u>Local Matching Dollars:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$10,000.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 5	<u>Gross Impressions</u> 951,042
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 500	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 30 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 70 %

Project Outcomes

DMO Comments 1. Met, we experienced a 4.185% increase in the 6 month timeframe. Hannibal experienced a 2% increase from last year. 2. Met, we continue to show an increase in our mobile and tablet usage. 3. Met, the request for our new group guide is up by 40%.

Impact of Co-op Project With funding from the coop program, Hannibal experienced an increase in all the objectives from the grant. An increase in the group market, an increase in our mobile and tablet usage and an increase from visitors from the northern states of Iowa, Illinois and Minnesota.

Outcome Effect on Future Marketing We will continue to market in our neighboring northern and eastern states.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-02-015-55	<u>DMO</u>	City of Hermann Tourism
<u>Category:</u>	Small Project Marketing-S/F	<u>Project:</u>	Hermann Heritage Trail II
<u>Primary Objectives</u>	1. Hermann needs to continue to remind past and potential new visitors about our rich heritage. 2. Hermann is a distinctive destination, not like any other wine region; need to keep Hermann's name visible. 3. Many of the target market readers are available for mid-week travel which helps boost lodging and economic activity.		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$3,510.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$3,510.00
		<u>Total Project Cost:</u>	\$7,020.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 4	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 0
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 5 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 95 %

Project Outcomes

<u>DMO Comments</u>	1. Group tours have increased with specific interest in heritage; looking for historic facts about buildings, etc. 2. With over 150 buildings on the National Register, Stone Hill and Hermannhof wineries, development of Hermann Farm and Museum by Dierberg's Educational Foundation we are expanding our offerings. 3. Niche marketing in these publications provide us the contact with our demographic target market for increasing visits on special weekends and mid-week.
<u>Impact of Co-op Project</u>	Increased group tours, increased visits to Chamber office between 2012 and 2013, etc.
<u>Outcome Effect on Future Marketing</u>	German Magazine not being able to provide inquiry information unless the advertising package is larger will be discussed with them prior to future advertising.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 14-02-033-11 DMO Washington Area Chamber of Commerce

Category: Leisure Travel Marketing Project: Washington/Franklin Advertising

Primary Objectives Objective 1: Increase total contacts through all sources by over 2%.
 Objective 2: Increase number of tour group by 3%.
 Objective 3: Increase overnight stays by 2% from 2012 to 2013 (calendar year).

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$25,409.91
<u>State Dollars Awarded:</u>	\$26,675.37	<u>Local Matching Dollars:</u>	\$25,409.92
<u>Revised Award:</u>	\$25,409.91	<u>Total Project Cost:</u>	\$50,819.83

Marketing Activity Information

<u>Magazine Ads Placed</u> 14	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 116,024,393
<u>Newspaper Ads Placed</u> 3	<u>Electronic Marketing</u> 2	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$1.17
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 25 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 1	<u>Out-of-State Marketing</u> 75 %

Project Outcomes

DMO Comments Objective 1: Although decreasing in some areas, we had a 10% increase in contacts overall.
 Objective 2: It was met, as our tour groups were increased by 3.5%.
 Objective 3: Our lodging tax shows this was not met, due to our largest hotel being renovated.
 We are currently seeing a nice rising trend.

Impact of Co-op Project Match funds through the Cooperative Marketing Program continued to help us reach out to areas we could not afford in the past. Using our county brochure to attract Civil War buffs to our area had a good impact on day-trippers. We have also seen increasing numbers in our calls to action.

Outcome Effect on Future Marketing We will continue with our print ads. Since the paper brochures will no longer be covered in the grant, we will try to go digital with the county brochure and broaden our social media.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-02-044-44	<u>DMO</u>	City of St. Charles Tourism Department
<u>Category:</u>	Destination Advertising	<u>Project:</u>	Greater St. Charles Destination Advertising FY14
<u>Primary Objectives</u>	Objective 1: Increase website by 20% Objective 2: Increase leisure travel overnight stays by 3% Objective 3: Increase leisure travel inquiries by 5%		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$137,990.38	<u>State Dollars Reimbursed:</u>	\$137,134.07
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$137,134.07
		<u>Total Project Cost:</u>	\$274,268.14

Marketing Activity Information

<u>Magazine Ads Placed</u>	14	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	458,137,620
<u>Newspaper Ads Placed</u>	2	<u>Electronic Marketing</u>	5	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	1	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	3,890	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	30 %
<u>Radio Ads Placed</u>	111	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	70 %

Project Outcomes

<u>DMO Comments</u>	Objective 1: Website visits increased by 30%. Very pleased. Objective 2: Exceeded our goal by 21%. Very pleased. Objective 3: Decreased by .027%.
<u>Impact of Co-op Project</u>	With Coop funds, we are able to continue new advertising opportunities that are a good fit for Saint Charles. We did more on-line campaigns this fiscal year as well as some new areas of television and cable. With Coop funds, we will continue to use our proven advertising venues as well as explore new areas that are a good fit for Saint Charles City and County.
<u>Outcome Effect on Future Marketing</u>	The finding was that we need to find a means of getting our current visitors to promote the area among friends and family.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$500.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	29.00%	<u>Incremental Trips:</u>	65,300	<u>Dollars Spent per Trip:</u>	\$500.00
<u>#Aware Households:</u>	870,000	<u>Incremental Room Nights:</u>	160,000	<u>Economic Impact:</u>	\$37,000,000
<u>Increment Travel:</u>	7.40%			<u>Advertising \$\$ Spent:</u>	\$712,000

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **14-02-045-44** DMO **St. Louis CVC**

Category: **Destination Advertising** Project: **FY2014 Destination Advertising**

Primary Objective 1: Maintain an ROI of \$80 or better for every marketing dollar spent

Objectives Objective 2: Expand St. Louis' presence on social media platforms.

Objective 3: Reach 5 million total visits for explorestlouis.com

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$390,950.51
<u>State Dollars Awarded:</u>	\$391,000.00	<u>Local Matching Dollars:</u>	\$390,950.84
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$781,901.35

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 82,298,484
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u>	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 5,537	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 9 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 91 %

Project Outcomes

DMO Comments Objective 1: The CVC's FY14 campaign achieved an ROI of \$61 for every \$1 spend in marketing.
 Objective 2: The CVC has built and maintained a strong social media presence on platforms including Facebook and Twitter. Facebook had an increase of 77% new likes and Twitter had an 89% increase in followers from FY13 to FY14.
 Objective 3: CVC marketing campaigns drove more than 6.5 million visitors to explorestlouis.com, more than 4 million of whom were unique visitors. This is a nearly 8% increase over FY13.

Impact of Co-op Project The Cooperative Marketing project enabled the CVC to conduct media flights during 3 seasons for nearly year-round exposure, allowed the CVC to utilize multiple media which creates higher levels of campaign awareness, made it financially possible for the CVC to maintain a strong media presence in Chicago, and allowed CVC to enhance strong media presence in the newer markets of Nashville and Cincinnati.

Outcome Effect on Future Marketing The results of SMARI's evaluation will help direct the CVC's future target market selection, media choices, and creative direction.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$899.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 44.00%	<u>Incremental Trips:</u> 93,641	<u>Dollars Spent per Trip:</u> \$899.00
<u>#Aware Households:</u> 2,544,160	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$84,210,259
<u>Increment Travel:</u> 3.70%		<u>Advertising \$\$ Spent:</u> \$1,374,262

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-02-053-78	<u>DMO</u>	Pike County Tourism Commission
<u>Category:</u>	MO Jewels Program	<u>Project:</u>	Experience it All, Pike County
<u>Primary Objectives</u>	Visitor Profile Study		

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$2,050.00
<u>State Dollars Awarded:</u>	\$2,050.00	<u>Local Matching Dollars:</u>	\$2,050.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$4,100.00

Marketing Activity Information

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	0
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	0 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	0 %

Project Outcomes

DMO Comments

Impact of Co-op Project

Outcome Effect on Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-02-060-99	<u>DMO</u>	Missouri's Civil War Heritage Foundation, Inc.
<u>Category:</u>	Civil War 150 Promotion	<u>Project:</u>	U.S. Grant Trail Map: Southeast Segment
<u>Primary Objectives</u>			

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$3,211.79
<u>State Dollars Awarded:</u>	\$3,325.00	<u>Local Matching Dollars:</u>	\$3,211.79
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$6,423.58

Marketing Activity Information

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	32,000
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	1	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	100 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	12,000	<u>Out-of-State Marketing</u>	0 %

Project Outcomes

DMO Comments Approximately 2,000 maps from this print run have been distributed to our partnering communities for placement in historic sites and tourist venues. The first national mailing to leads generated by civilwartraveler occurred in June 2014 with 365 recipients. Applicant is producing publicity through the newsletter of CivilWarTraveler and will be in a position to gauge the interest level generated by the new map; however, the actual visitation that results will not be known for some time.

Impact of Co-op Project Applicant will survey persons who have ordered the map to determine the extent that travel plans have been influenced by receipt of the maps.

Outcome Effect on Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	<u>Visits Generated:</u>	<u>Total visitor expenditures:</u>
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u>	<u>Return on Investment (ROI):</u>
<u>Advertising Recall:</u>	<u>Incremental Trips:</u>	<u>Dollars Spent per Trip:</u>
<u>#Aware Households:</u>	<u>Incremental Room Nights:</u>	<u>Economic Impact:</u>
<u>Increment Travel:</u>		<u>Advertising \$\$ Spent:</u>

<u>Contract #:</u>	14-03-004-55	<u>DMO</u>	City of Boonville Tourism Department
<u>Category:</u>	Small Project Marketing-S/F	<u>Project:</u>	SEC Marketing
<u>Primary Objectives</u>	1. Make first contact with a targeted audience that has at least one reason to travel to mid Missouri in the fall of 2013. 2. Influence traveling behavior with a unique offer of hospitality. 3. Fill hotel rooms on every Mizzou football weekend.		

nd Expenditures		<u>State Dollars Reimbursed:</u>	\$1,843.87
<u>State Dollars Awarded:</u>	\$2,600.00	<u>Local Matching Dollars:</u>	\$1,843.88
Revised Award:	\$1,843.87	<u>Total Project Cost:</u>	\$3,687.75

<u>Magazine Ads Placed</u>	3	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	330,164
<u>Newspaper Ads Placed</u>	1	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	40 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	60 %

DMO Comments

1. We don't know of any other area ads in those publications. Boonville was the only Missouri destination listed. It is likely that the ads represented the first contact those markets had with mid-Missouri.
2. The hoteliers reported greeting guests from the SEC who saw the ads. The chain hotels were full those weekends and the boutique hotel and B&Bs were either full or mostly full.
3. Fulfilled except for the high-end boutique hotel that was at least mostly full those weekends.

<u>Outcome Effect on Future Marketing</u>	<p>We are going to continue to market to the SEC schools. Next year, we will be repeating our ads in the same publications in which we started this project. We are hoping that people will remember seeing us before! We definitely need to re-examine the practice of driving people to the website. Perhaps social media is the answer, or a promotion of some sort. It is also possible that we have reached saturation on football weekends and would do just as well to not advertise to those markets, but at this point we don't want to take that risk. Thank you for your support!</p>
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(As provided by the participant)

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Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 14-03-018-11 DMO Sedalia Convention & Visitors Bureau

Category: Leisure Travel Marketing Project: 2014 Leisure Travel Marketing

Primary Objectives Objective 1: Increase the number of leisure traveler revenue by 2% as measured by local hotel occupancy rates and sales revenue.
Objective 2: Generate positive publicity to shape Sedalia's image as a visitor destination by generating \$25,000 in advertising equivalency for editorial placement.
Objective 3: Increase awareness of Sedalia within the group travel industry as demonstrated by the number of group travel leads received and groups assisted.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$14,778.23	<u>State Dollars Reimbursed:</u>	\$12,356.41
<u>Revised Award:</u>	\$12,356.42	<u>Local Matching Dollars:</u>	\$12,356.43
		<u>Total Project Cost:</u>	\$24,712.84

Marketing Activity Information

<u>Magazine Ads Placed</u> 7	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 3,379,100
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$2.08
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 1	<u>Instate Marketing</u> 20 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 1	<u>Out-of-State Marketing</u> 80 %

Project Outcomes

DMO Comments Objective 1: Although the hotel revenue was down approximately \$8,000 in 2014 compared with the same period in 2013, sales tax was up over \$469,000.
Objective 2: Was met by well over the \$25,000 advertising equivalency. The Fireball Run event created excitement to all the media outlets, newspaper, magazine, radio, and social media venues.
Objective 3: Was met on many fronts. Traveled to South Dakota to assist National Red Power Roundup gearing up for 2015 in Sedalia. Assisted Good Sam Club, Loners on Wheels, National Carquest Show, National Kiko Goat Show, National American Horseman Challenge, Stud Ram Show, Fireball Run, and many other organizations with needs they required for the host city to supply.

Impact of Co-op Project Each of the marketing venues increased awareness to Sedalia through printed materials and technology of the internet with the enhanced brochure. It allowed us to expand our advertising dollars to become a more visible destination.

Outcome Effect on Future Marketing We will continue to use the result driven media, and look at new merging trends.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **14-03-019-11** DMO **Jefferson City CVB**
Category: **Leisure Travel Marketing** Project: **Capital City Leisure**
Primary Objective 1: Maintain lodging tax revenue
Objectives Objective 2: Increase occupancy
 Objective 3: Increase number of unique visitors to the website

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$27,036.91
<u>State Dollars Awarded:</u>	\$27,036.91	<u>Local Matching Dollars:</u>	\$31,806.25
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$58,843.16

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 4	<u>Gross Impressions</u> 50,081,909
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u>	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$1.06
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 4	<u>Instate Marketing</u> 20 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 3	<u>Out-of-State Marketing</u> 80 %

Project Outcomes

DMO Comments Objective 1: Lodging tax for FY2014 increased by 9.1436% from FY2013
 Objective 2: Occupancy increased 8.8% from YTD June 2013 to June 2014
 Objective 3: Unique visitors to both the Missouri State Penitentiary and the Jefferson City
 Convention and Visitors Bureau website increased from 366,915 in FY2013 to 521,148 in FY2014
 = 42.04% increase

Impact of Co-op Project The Cooperative Marketing project allows the Jefferson City Convention and Visitors Bureau to
 increase advertising dollars with the cost sharing program. This allows for expansion into various
 advertising markets reaching more potential visitors thus creating a positive impact on economic
 development for Jefferson City.

Outcome Effect on We plan to use the results to figure out the best possible methods of effectively advertising
Future Marketing Jefferson City as a destination to visitors for future marketing activities. The results will allow us to
 determine how to continue driving traffic to our websites and learn when our visitors are coming
 and for what purpose. They will also help us with placement of advertisements in the most
 successful media outlets.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

#Aware Households: 0

Incremental Room Nights: 0

Economic Impact: \$0

Increment Travel: 0.00%

Advertising \$\$ Spent: \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-03-020-11	<u>DMO</u>	City of Lebanon
<u>Category:</u>	Leisure Travel Marketing	<u>Project:</u>	Lebanon/Laclede County LTM Campaign
<u>Primary Objectives</u>	Objective 1: To succeed in making Lebanon/Laclede County a visitor destination Objective 2: To attract new visitors to the area with a strategic and creative message Objective 3: To increase visitors' overnight stays and travel expenditures		

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$37,171.04
<u>State Dollars Awarded:</u>	\$39,893.00	<u>Local Matching Dollars:</u>	\$37,171.04
<u>Revised Award:</u>	\$37,171.04	<u>Total Project Cost:</u>	\$74,342.08

Marketing Activity Information

<u>Magazine Ads Placed</u>	21	<u>Billboards Leased</u>	2	<u>Gross Impressions</u>	1,772,603,924
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	3	<u>Inquiries Reported</u>	5,800
<u>Travel Insert Ads Placed</u>	1	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.79
<u>TV Ads Placed</u>	9,548	<u>Tradeshows Attended</u>	3	<u>Instate Marketing</u>	40 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	29,010	<u>Out-of-State Marketing</u>	60 %

Project Outcomes

<u>DMO Comments</u>	<p>Objective 1: The measure of the success of making Lebanon/Laclede County a visitor destination can clearly be seen in the increase of all numbers across the board in FY14. Lodging Tax, Sales Tax and inquiries are all up. We continued to be chosen by people to visit over other major destinations such as Lake of the Ozarks, Columbia, Springfield, and St. Charles (per survey). Objective 2: There has been a 15% increase in FY14 in awareness of advertising signaling that our message is being received which is translating into increased visitation and spending in the area. From the survey we can see that new visitor's are making Lebanon their destination based on the change in the demographic of the people visiting (per survey). Also the dramatic increase of website views is up nearly 64% over FY13. Objective 3: The campaign was successful in achieving the overall goal of increasing overnight stays and travel expenditures. There was a 4.5% increase in the amount collected in lodging taxed for FY14 and included and a 2.6% increase in sales tax in the area. It was also reported in the conversion report that the participants spent an average of \$239 per party, up from last years amount.</p>
<u>Impact of Co-op Project</u>	<p>The project allowed us to send our message by multiple media sources for a total of 1.7 billion potential views to elicit travelers. Our website views went up by 63% which is a hard number showing the success of the program. The survey shows our conversion rate only went up slightly approximately 1% but spending and overnight stays increased. Ad awareness has increased 15% since FY13 with two-thirds of visitors recalling seeing printed advertisements.</p>
<u>Outcome Effect on Future Marketing</u>	<p>FY14 was a very successful year, but this needs to be a continuing trend. It is obvious that the message is being received by the people to be considered as a travel destination and it is in large part to the advertising that can be achieved with the assistance of grant funding. Right now it looks like the campaign is on track and what is being done is working. This department will continue on this track using the data that has been accumulated for this report and continue to find innovative ways of enticing people to consider our city as a travel destination.</p>

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	45.00%	<u>Visits Generated:</u>	2,600	<u>Total visitor expenditures:</u>	\$615,000.00
<u>Inquiries Generated:</u>	5,800	<u>Dollars Spent per Trip:</u>	\$239.00	<u>Return on Investment (ROI):</u>	\$12.32
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$239.00

Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

#Aware Households: 0

Incremental Room Nights: 0

Economic Impact: \$0

Increment Travel: 0.00%

Advertising \$\$ Spent: \$0

Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 14-03-031-11 DMO City of Columbia CVB

Category: Leisure Travel Marketing Project: Leisure Travel Marketing FY'14

Primary Objectives Objective 1: To position Columbia for travelers who seek out new active experiences and establish Columbia as as a destination that's positive and unexpected.
Objective 2: To increase overnight stays, especially during "non peak" periods.
Objective 3: To introduce a new brand and a new message to external audience.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$41,754.99
<u>State Dollars Awarded:</u>	\$42,083.66	<u>Local Matching Dollars:</u>	\$41,755.00
<u>Revised Award:</u>	\$38,962.77	<u>Total Project Cost:</u>	\$83,509.99

Marketing Activity Information

<u>Magazine Ads Placed</u> 10	<u>Billboards Leased</u> 2	<u>Gross Impressions</u> 32,345,200
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 1	<u>Instate Marketing</u> 29 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 27	<u>Out-of-State Marketing</u> 71 %

Project Outcomes

DMO Comments Objective 1: The integrated marketing in both the traditional and digital space uses design and text to appeal to audiences who fit our target demographics.
Objective 2: Once again, Columbia saw a significant increase in hotel tax revenue, with a 10.8% year over year increase.
Objective 3: Unified advertising campaign promoting the new brand, What You Expect, features aspects of Columbia that are not readily apparent at first glance.

Impact of Co-op Project This year's marketing focus for Columbia had a major shift to a larger digital presence. The use of Cooperative Marketing funds allowed the Columbia CVB to reach millions more potential visitors than in years past, with over 15,000,000 digital impressions alone. The Cooperative Marketing Funds also allowed the Columbia CVB to have a healthy traditional marketing campaign that included multiple magazines as well as millions on Missouri's highways. This integrated campaign is something Columbia can build on, especially in the digital space, to increase awareness and visitorship for the destination.

Outcome Effect on Future Marketing The results of the Ad Effectiveness Study confirmed that we are heading in the right direction with our marketing activities. We plan on executing new creative in the next fiscal year, but will keep in mind the success of this campaign as we move forward.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$533.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 20.60%	<u>Incremental Trips:</u> 37,700	<u>Dollars Spent per Trip:</u> \$533.00
<u>#Aware Households:</u> 1,400,000	<u>Incremental Room Nights:</u> 127,000	<u>Economic Impact:</u> \$20,100
<u>Increment Travel:</u> 3.30%		<u>Advertising \$\$ Spent:</u> \$261,800

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-03-035-11	<u>DMO</u>	Lake of the Ozarks Tri-County Lodging Association
<u>Category:</u>	Leisure Travel Marketing	<u>Project:</u>	Lake of the Ozarks Golf Trail Marketing Campaign FY'14
<u>Primary Objectives</u>	<p>Objective 1: To increase awareness of the Lake of the Ozarks Golf Trail brand.</p> <p>Objective 2: To attract more golfers and vacationers to the Lake of the Ozarks from Missouri and targeted out-of-state markets.</p> <p>Objective 3: To attract more overnight visitors through golf trail getaway packages.</p>		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$44,555.00	<u>State Dollars Reimbursed:</u>	\$44,097.68
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$44,097.70
		<u>Total Project Cost:</u>	\$88,195.38

Marketing Activity Information

<u>Magazine Ads Placed</u>	18	<u>Billboards Leased</u>	5	<u>Gross Impressions</u>	229,350,577
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	1	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	3	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	10,763	<u>Tradeshows Attended</u>	14	<u>Instate Marketing</u>	60 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	30,000	<u>Out-of-State Marketing</u>	40 %

Project Outcomes

DMO Comments Objective 1: The goal was met by including bold Golf Trail logo on all marketing materials: billboards, i-brochure, golf guide, trade show exhibit, print ads, television commercials, banner ads, e-blasts, newsletters, and our website.

Objective 2: Our goal was met because we targeted golfers in markets that are proven to provide an excellent ROI. Close-to-home markets (more than fifty miles from the Lake) were targeted, including two very strong Missouri markets: St. Louis and Kansas City. In addition, Iowa, Nebraska, Illinois markets worked very well for us.

Objective 3: The goal to increase the number of overnight visitors was also met. We sold 11,254 golf trail getaway packages. This was an increase of just over two percent.

Impact of Co-op Project The promotion of the Lake of the Ozarks Golf Trail helped to make the Lake of the Ozarks an overnight destination for travelers interested in golf vacations. Promoting golf to potential travelers/golfers in close-in-markets (50 miles or more from the Lake of the Ozarks) via professionally produced television spots on both cable and network TV, called attention to the Lake as a destination easy to get to and a beautiful and scenic area of Missouri. Also, the promotion of the Lake of the Ozarks Golf Trail via niche media outlets (golf magazines), on interstate billboards that reach not only Missourians, but out-of-state travelers as well, via the Golf Council's on-line SEM campaign and continuing with a strong branding visual expanded the Lake of the Ozarks' effort to create top-of-mind awareness for the Lake as a leisure vacation and golf destination. The cooperative marketing funds received by the Golf Council allowed them to attend Golf Shows, lease billboards, produce an annual Golf Guide and advertise in niche publications. The Golf Council's efforts are an integral part of TCLA's marketing mix. The Golf Council has effectively participated in the cooperative marketing program for 19 years.

Outcome Effect on Future Marketing The DMO will incorporate the ROI research from this project to purchase future media and improve visual art and copy in our creative message. The Golf Council will continue to produce an attractive Golf Guide that is distributed at Golf Shows. Also, this brochure will be used with the Madden Media I-brochure promotion. Niche marketing is extremely important when promoting a particular activity such as golf. TCLA will work with the Golf Council to help promote golf through billboards and radio advertising. If funds are available, the Golf Council will continue to participate in the spring and fall newspaper inserts with Madden Media. The Golf Council will continue to promote the Lake of the Ozarks as a golf destination through traditional advertising and marketing methods, but will build upon their social media campaigns.

Quantifiable Measurements

(As provided by the participant)

Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$826.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 34.00%	<u>Incremental Trips:</u> 54,300	<u>Dollars Spent per Trip:</u> \$826.00
<u>#Aware Households:</u> 1,400,000	<u>Incremental Room Nights:</u> 200,000	<u>Economic Impact:</u> \$44,900,000
<u>Increment Travel:</u> 3.80%		<u>Advertising \$\$ Spent:</u> \$178,000

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-03-049-44	<u>DMO</u>	Lake of the Ozarks Tri-County Lodging Association
<u>Category:</u>	Destination Advertising	<u>Project:</u>	Lake of the Ozarks Extend the Season Advertising Campaign
<u>Primary Objectives</u>	Objective 1: Extend the length of our season Objective 2: Extend the length of our customer's visit Objective 3: Generating in excess of \$50 million in accommodations revenue		

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$89,004.53
<u>State Dollars Awarded:</u>	\$93,585.50	<u>Local Matching Dollars:</u>	\$89,004.57
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$178,009.10

Marketing Activity Information

<u>Magazine Ads Placed</u>	26	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	23,412,327
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	5	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	19 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	81 %

Project Outcomes

DMO Comments Objective 1: This objective was met. For the period October 2013 through March 2014, lodging tax was ahead of the corresponding period the year prior by 12.74%. Additionally, Sales and Use Tax reported to the MO Department of Revenue for the three counties, Camden, Miller & Morgan surrounding the Lake of the Ozarks, for the months October 2013 through March 2014 was ahead by 4.15%.

Objective 2: This objective was met. According to the FY14 Advertising Effectiveness Study, the average length of overnight stays increased by 8.3% (from 2.76 nights in FY13 to 2.99 nights in FY14).

Objective 3: This objective was met. Lodging tax collections for the 12 months ending June 30, 2014 were ahead of FY13 by 1.21%. Lodging tax collections for the three counties, Camden, Miller, and Morgan finished at \$1,525,540. Please see attached "Lodging Tax Collections Report," and the Camden, Miller, and Morgan Counties Sales and Use Tax Report. Continuing to apply research has enabled the DMO to achieve a \$0.12 average cost per aware traveler.

Impact of Co-op Project According to the Missouri Department of Revenue, Sales and Use Tax was up in FY14 compared to FY13 by \$60,054,944.00 or up 4.83% for Camden, Miller, and Morgan Counties combined. Camden County was up by 6.04%, Miller County was up 1.54% and Morgan County was up 6.36%. Even with a continuing decline in accommodation units inventory, lodging tax collections for FY14 were ahead of FY13 by 1.21% finishing FY14 at \$1,525,540. Additionally, as mentioned in Question #3, Objective 1, we were successful in increasing sales revenues for the off-season business cycles, October through March, by 4.15%. Other positive ways the project impacted our marketing is reflected in the Advertising Effectiveness Study. The DMO attained an impressive \$252 ROI for cooperative funds media products, up 25.4% from last year's ROI at \$201. When incorporating all media products, project and non-project, the DMO attained a \$131 ROI, up 6.5% from last year at \$123.

Outcome Effect on
Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$826.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	34.00%	<u>Incremental Trips:</u>	54,300	<u>Dollars Spent per Trip:</u>	\$826.00

Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

#Aware Households: 1,400,000 Incremental Room Nights: 200,000

Economic Impact: \$44,900,000

Increment Travel: 3.80%

Advertising \$\$ Spent: \$178,000

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 14-04-002-55 DMO Carthage CVB

Category: Small Project Marketing-S/F Project: Fall in Carthage Missouri

Primary Objectives: 1. To increase overnight stays in Jasper County. 2. Reach new markets inside and outside of Missouri. 3. Increase awareness of Carthage and Jasper County and show an economic impact through tourism.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$4,322.97
<u>State Dollars Awarded:</u>	\$4,950.00	<u>Local Matching Dollars:</u>	\$4,322.97
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$8,645.94

Marketing Activity Information

<u>Magazine Ads Placed</u> 3	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 1,393,392
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 1	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 10 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 90 %

Project Outcomes

DMO Comments 1. We are thrilled to report an increase in lodging tax over last fiscal period. 2. We feel this grant opportunity combined with the SEM helped expand our marketing campaign to national markets. Our activities listed above would not have been possible without the coop funding. 3. I feel the increased traffic to the website and in bound calling demonstrates increased awareness in Carthage as a destination. In addition, Google analytics indicate an increase in direct traffic. We feel that shows a positive response from the increased print ads.

Impact of Co-op Project The Cooperative Marketing project greatly increased Carthage's ability to promote events nationally. We feel the calls that were fielded in the office showed an increase in specific interests and key terms used in the campaigns. The actual pages visited on the website corresponded with key words used in the campaigns as well.

Outcome Effect on Future Marketing We feel the positive response from the Midwest Living ad and the Madden Missouri Fall Insert were very encouraging for our campaign efforts. We plan to continue the relationships and campaigns with those publications and explore other products within those specific ad firms. Overall, we feel the relationship with American Road was a great opportunity for building awareness to a new audience, but we did not notice the return on investment as they have documented. In the future, we plan on marketing projects that have a more transparent return on investment such as website hits.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 14-04-048-44 DMO Springfield CVB
Category: Destination Advertising Project: FY14 Leisure Marketing Campaign
Primary Objectives
Objective 1: Grow overall lodging tax
Objective 2: Increase visitor spending
Objective 3: Increase CVB website traffic

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$368,000.00	<u>State Dollars Reimbursed:</u>	\$366,228.69
<u>Revised Award:</u>	\$366,228.69	<u>Local Matching Dollars:</u>	\$366,228.71
		<u>Total Project Cost:</u>	\$732,457.40

Marketing Activity Information

<u>Magazine Ads Placed</u> 11	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 63,892,980
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 11	<u>Inquiries Reported</u> 36,200
<u>Travel Insert Ads Placed</u> 2	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 1	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 20 %
<u>Radio Ads Placed</u> 1	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 80 %

Project Outcomes

DMO Comments Objective 1: FY14 total lodging tax revenue increased 8% over FY13 total lodging tax revenue, according to the City of Springfield. This objective was met.
Objective 2: Gross visitor spending increased 6% in FY14 (\$10.2 million) over the \$9.6 million recorded in FY13, according to the FY14 Conversion Study. This objective was met.
Objective 3: Website traffic decreased by 2% from 2013 record highs, according to Google Analytics. This objective was not met.

Impact of Co-op Project The Cooperative Marketing project allowed the CVB to increase its total investment in leisure advertising by more than double what the organization could spend on its own. The additional dollars allow us to leverage partnerships with local attractions to be in more markets and advertise in additional media outlets. In addition, this frees up CVB financial resources to use on other marketing and promotional materials such as development of an annual Visitors Guide, website enhancements and a recent rebranding initiative. Each of these projects, combined with a significant investment in paid media advertising and public relations efforts, enhances professionalism of the community and assists in attracting more and different visitors to Springfield and the state as a whole.

Outcome Effect on Future Marketing Although the Springfield CVB will continue to maintain a diverse media mix, more advertising dollars will be allocated to online/digital resources.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 55.00%	<u>Visits Generated:</u> 19,900	<u>Total visitor expenditures:</u> \$10,200,000.00
<u>Inquiries Generated:</u> 36,200	<u>Dollars Spent per Trip:</u> \$512.00	<u>Return on Investment (ROI):</u> \$50.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$512.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 14-04-050-44 DMO Branson/Lakes Area Chamber of Commerce/CVB

Category: Destination Advertising Project: Spring/Summer Television

Primary Objective 1: Increase outer market visitation

Objectives Objective 2: Generate increased length of stay

Objective 3: Increase ROI

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$391,000.00
<u>State Dollars Awarded:</u>	\$391,000.00	<u>Local Matching Dollars:</u>	\$391,000.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$782,000.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 58,313
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.00
<u>TV Ads Placed</u> 498	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 2 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 98 %

Project Outcomes

DMO Comments Objective 1: Objective met. According to the 2014 Ad Effectiveness study, Branson CVB's ad campaign generated more than 536k incremental visits, a record for Branson. All three market tiers (51-300 miles, 301-650 miles, and 651+ miles) saw growth in incremental visitation.

Objective 2: Objective met. Branson CVB's Visitor Profile report, conducted via intercept studies throughout the year, show the length of stay has increased from 3.92 nights in 2013 to 4.26 nights in 2014.

Objective 3: Objective met. According to the 2014 Ad Effectiveness study, the Branson CVB's investment in television alone generated an ROI of \$88, tying the old record set in 2011.

Impact of Co-op Project Funds received from the Missouri Division of Tourism provide a significant impact to the Branson CVB marketing efforts. Receiving these additional dollars allow the CVB to extend both the reach and frequency of our marketing message. The co-op funds enable us to extend our shoulder seasons, providing extra support in the critical spring time-frame, helping bolster spring break visitation and further prime the pump for summer travel to Branson. Additionally, the co-op marketing monies allows the CVB to continue investing in opportunity markets, and national cable, which provides a platform to invite new visitors who would likely not hear our message otherwise.

Outcome Effect on Future Marketing The results of our TV advertise campaign prove that television is still a strong reach vehicle for Branson CVB.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$901.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 44.00%	<u>Incremental Trips:</u> 536,000	<u>Dollars Spent per Trip:</u> \$901.00
<u>#Aware Households:</u> 37,300,000	<u>Incremental Room Nights:</u> 1,900,000	<u>Economic Impact:</u> \$483,000,000
<u>Increment Travel:</u> 1.40%		<u>Advertising \$\$ Spent:</u> \$5,600,000,000

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-04-051-44	<u>DMO</u>	Chamber of Commerce of Table Rock Lake/Kimberling City Area
<u>Category:</u>	Destination Advertising	<u>Project:</u>	My Table Rock Lake
<u>Primary Objectives</u>	Objective 1: Enhance economic health of Stone County Objective 2: Increase incremental visits Objective 3: Increase visits by new visitors		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$138,000.00	<u>State Dollars Reimbursed:</u>	\$137,448.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$137,448.00
		<u>Total Project Cost:</u>	\$274,896.00

Marketing Activity Information

<u>Magazine Ads Placed</u>	0	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	16,959,400
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	0	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	0	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$0.00
<u>TV Ads Placed</u>	1,629	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	24 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	76 %

Project Outcomes

<u>DMO Comments</u>	Objective 1: Sales tax collection has increased 6% in 2014 over 2013 Objective 2: There was a lift in intent to visit 8 points overall and 4 points for non-visitors (ever) Objective 3: Ad awareness in the four DMAs targeted was up 1% and the number of ad aware households was up from 459,000 to 685,000 in 2014
<u>Impact of Co-op Project</u>	This program provides the main source of advertising for our county and the Table Rock Lake area. Year after year, research has shown that this program has been successful in growing awareness and visitation to the lake. Without this Cooperative Marketing program, our area would suffer economically.
<u>Outcome Effect on Future Marketing</u>	We will update our creative for a fresh new look, and will continue to work towards converting non-visitors to visitors.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$787.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	26.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$787.00
<u>#Aware Households:</u>	685,000	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$275,000

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **14-04-058-56** DMO **Carthage CVB**

Category: **Small Project Marketing-W/S** Project: **Spring in Carthage, MO**

Primary Objectives

1. To increase overnight stays in Jasper County, Missouri
2. Reach new markets inside and outside of Missouri
3. Increase awareness of Carthage and Jasper County and show an economic impact through tourism

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$4,881.57
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$4,881.58
		<u>Total Project Cost:</u>	\$9,763.15

Marketing Activity Information

<u>Magazine Ads Placed</u> 2	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 2,100,000
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 1	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$8.02
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 10 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 90 %

Project Outcomes

DMO Comments Objective 1: We are thrilled to report an increase in lodging tax over last fiscal period
 Objective 2: We feel this grant opportunity combined with the SEM helped expand our marketing campaign to national markets. Our activities listed above would not have been possible without the coop funding.
 Objective 3: I feel the increased traffic to the website and in bound calling demonstrates increased awareness in Carthage as a destination. In addition, Google Analytics indicate an increase in direct traffic. We feel that shows a positive response from the increased print ads.

Impact of Co-op Project The Cooperative Marketing project greatly increased Carthage's ability to promote events nationally. We feel the calls that were fielded in the office showed an increase in specific interests and key terms used in the campaigns. The actual pages visited on the website corresponded with key words used in the campaign as well.

Outcome Effect on Future Marketing We feel the positive response from the Midwest Living as, Best of the Midwest and the Madden Missouri Spring insert were very encouraging for our campaign efforts. We plan to continue the relationships and campaigns with those publications and explore other products within those specific ad firms. However, in responding to this final report, I feel the Midwest Living ads have been successful because of feedback from community members who are subscribers. Upon review of the attached CPI, I may need to re-evaluate the Best of the Midwest purchase.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-05-023-11	<u>DMO</u>	Cape Girardeau Chamber of Commerce/CVB
<u>Category:</u>	Leisure Travel Marketing	<u>Project:</u>	Only in Cape Girardeau FY14
<u>Primary Objectives</u>	Objective 1: Continue to build awareness of Cape Girardeau as a leisure travel destination market. Objective 2: Grow the lodging and tax collections by 6% as compared to FY13. Objective 3: Increase the length of visitor stay and amount of spending while in our community.		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$37,005.00	<u>State Dollars Reimbursed:</u>	\$35,096.83
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$35,096.84
		<u>Total Project Cost:</u>	\$70,193.67

Marketing Activity Information

<u>Magazine Ads Placed</u>	10	<u>Billboards Leased</u>	0	<u>Gross Impressions</u>	11,764,325
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	4	<u>Inquiries Reported</u>	1,619
<u>Travel Insert Ads Placed</u>	3	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$2.72
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	30 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	0	<u>Out-of-State Marketing</u>	70 %

Project Outcomes

DMO Comments Objective 1: We continue to build our awareness through our MDT marketing partnership.
 Objective 2: While we experience positive growth, we did fall short of our 6% target.
 Objective 3: New tourism development and events have led to an increase in multiple overnight stays.

Impact of Co-op Project MDT's cooperative marketing support provided increased reach and frequency for the Cape Girardeau Convention and Visitor Bureau's marketing efforts.

Outcome Effect on Future Marketing We continue to analyze data collected and expect to continue shifting marketing dollars from print to digital in coming campaigns.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	50.00%	<u>Visits Generated:</u>	810	<u>Total visitor expenditures:</u>	
<u>Inquiries Generated:</u>	1,619	<u>Dollars Spent per Trip:</u>	\$1,075.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$1,075.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 14-05-027-11 DMO City of Ste. Genevieve Tourism Department

Category: Leisure Travel Marketing Project: Discover Ste. Genevieve

Primary Objective 1: Increase taxable sales with tourism-related dollars.

Objectives Objective 2: Increase total number of visitors/tourists.

Objective 3: Increase total lodging tax/room nights.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$20,849.52
<u>State Dollars Awarded:</u>	\$20,849.52	<u>Local Matching Dollars:</u>	\$20,856.92
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$41,706.44

Marketing Activity Information

<u>Magazine Ads Placed</u> 23	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 17,489,300
<u>Newspaper Ads Placed</u> 0	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u> \$0.32
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 20 %
<u>Radio Ads Placed</u> 0	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 80 %

Project Outcomes

DMO Comments Objective 1: Met this objective. Restaurant sales tracking increased by 2% and Retail by 7.3%; combined 3.25%

Objective 2: Met this objective. FY14 was 18,750 which was up 2% from FY13.

Objective 3: Did not meet. FY13 Lodging tax was \$22,907 while FY14 was \$22,057, a decline of \$850. (State FY)

Impact of Co-op Project The Ste. Genevieve DMO was able to successfully advertise to active leisure travelers, in relevant travel and lifestyle publications, predominantly in out of state markets. The 23 full color display ads in these publications, as well as earned editorial coverage in several instances, helped us to reach an audience of more than 17 million at an average cost per impression of less than 1 cent each.

Outcome Effect on Future Marketing We made adjustments to our FY14 marketing plan to reposition ads for greater effectiveness.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u> 0.00%	<u>Visits Generated:</u> 0	<u>Total visitor expenditures:</u> \$0.00
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00	<u>Return on Investment (ROI):</u> \$0.00
<u>Advertising Recall:</u> 0.00%	<u>Incremental Trips:</u> 0	<u>Dollars Spent per Trip:</u> \$0.00
<u>#Aware Households:</u> 0	<u>Incremental Room Nights:</u> 0	<u>Economic Impact:</u> \$0
<u>Increment Travel:</u> 0.00%		<u>Advertising \$\$ Spent:</u> \$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	14-05-032-11	<u>DMO</u>	City of Sikeston d/b/a Sikeston CVB
<u>Category:</u>	Leisure Travel Marketing	<u>Project:</u>	Scott County Leisure Travel Campaign
<u>Primary Objectives</u>	1. Increase targeted-market inquiries 2. Increase website visits/activity 3. Increase Scott County lodging taxes collected by Sikeston & Miner, MO by 2%		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$24,064.77	<u>State Dollars Reimbursed:</u>	\$24,064.77
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$24,281.71
		<u>Total Project Cost:</u>	\$48,346.48

Marketing Activity Information

<u>Magazine Ads Placed</u>	6	<u>Billboards Leased</u>	2	<u>Gross Impressions</u>	4,076,791
<u>Newspaper Ads Placed</u>	0	<u>Electronic Marketing</u>	5	<u>Inquiries Reported</u>	0
<u>Travel Insert Ads Placed</u>	5	<u>Brochures Distributed</u>	0	<u>Cost Per Inquiry</u>	\$1.53
<u>TV Ads Placed</u>	0	<u>Tradeshows Attended</u>	0	<u>Instate Marketing</u>	10 %
<u>Radio Ads Placed</u>	0	<u>Other Marketing Activity</u>	3	<u>Out-of-State Marketing</u>	90 %

Project Outcomes

<u>DMO Comments</u>	Objective 1 - Goal was met - Targeted market inquiries increased from 85.57% to 86.89% Objective 2 - Goal was met - Total visits, time-on-site and pages per session increased Objective 3 - Goal was met - Total lodging tax receipts increased by 116.6% to \$486,125.18
<u>Impact of Co-op Project</u>	Group Tour marketing resulted in the CVB hosting 3 new tours to the area; the percentage of inquiries from the CVB's targeted markets increased; Usage of the CVB's toll-free line increased; the number of website visits, time on-site and pages viewed per visit increased; and lodging tax receipts for the period increased
<u>Outcome Effect on Future Marketing</u>	The outcome measurements coupled with the reduction in State funding available to the CVB resulted in a greater focus on in-state marketing, removal of group tour advertising, and removal of two of five travel inserts

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	0.00%	<u>Visits Generated:</u>	0	<u>Total visitor expenditures:</u>	\$0.00
<u>Inquiries Generated:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00	<u>Return on Investment (ROI):</u>	\$0.00
<u>Advertising Recall:</u>	0.00%	<u>Incremental Trips:</u>	0	<u>Dollars Spent per Trip:</u>	\$0.00
<u>#Aware Households:</u>	0	<u>Incremental Room Nights:</u>	0	<u>Economic Impact:</u>	\$0
<u>Increment Travel:</u>	0.00%			<u>Advertising \$\$ Spent:</u>	\$0

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 14-05-055-99 DMO Eminence Area Arts Council
 Category: Civil War 150 Promotion Project: Civil War Across the Current River
 Primary Objectives

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$1,377.00
<u>State Dollars Awarded:</u>	\$1,377.00	<u>Local Matching Dollars:</u>	\$1,397.00
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$2,774.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 452,500
<u>Newspaper Ads Placed</u> 8	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u>
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 100 %
<u>Radio Ads Placed</u> 8	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 0 %

Project Outcomes

DMO Comments The events were very well attended, overall. There were between 25 and 300 that were exposed to each of the events. Events were attended by local and regional residents as well as tourists from throughout the US.

Impact of Co-op Project Visitation was calculated by visually counting each person in attendance at the events.

Outcome Effect on
Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	<u>Visits Generated:</u>	<u>Total visitor expenditures:</u>
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u>	<u>Return on Investment (ROI):</u>
<u>Advertising Recall:</u>	<u>Incremental Trips:</u>	<u>Dollars Spent per Trip:</u>
<u>#Aware Households:</u>	<u>Incremental Room Nights:</u>	<u>Economic Impact:</u>
<u>Increment Travel:</u>		<u>Advertising \$\$ Spent:</u>

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **14-05-059-99** DMO **Eminence Area Arts Council**
Category: **Civil War 150 Promotion** Project: **Civil War Across Current River**
Primary Objectives

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$1,137.50
<u>State Dollars Awarded:</u>	\$2,047.00	<u>Local Matching Dollars:</u>	\$1,137.50
<u>Revised Award:</u>	\$1,265.00	<u>Total Project Cost:</u>	\$2,275.00

Marketing Activity Information

<u>Magazine Ads Placed</u> 0	<u>Billboards Leased</u> 0	<u>Gross Impressions</u> 1,512,600
<u>Newspaper Ads Placed</u> 6	<u>Electronic Marketing</u> 0	<u>Inquiries Reported</u> 0
<u>Travel Insert Ads Placed</u> 0	<u>Brochures Distributed</u> 0	<u>Cost Per Inquiry</u>
<u>TV Ads Placed</u> 0	<u>Tradeshows Attended</u> 0	<u>Instate Marketing</u> 100 %
<u>Radio Ads Placed</u> 6	<u>Other Marketing Activity</u> 0	<u>Out-of-State Marketing</u> 0 %

Project Outcomes

DMO Comments The visitation for this project consisted of locals, regional residents, and tourists. People from surrounding states that were tourists as well as former residents attended these Civil War events. This was a very positive project which reached out to make the Civil War History of Shannon County more known and this project was effective in both communicating ideas about the history and encouraging the public to visit historic sites in this area.

Impact of Co-op Project We counted people as they attended and talked with attendees after each event.

Outcome Effect on Future Marketing

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	<u>Visits Generated:</u>	<u>Total visitor expenditures:</u>
<u>Inquiries Generated:</u> 0	<u>Dollars Spent per Trip:</u>	<u>Return on Investment (ROI):</u>
<u>Advertising Recall:</u>	<u>Incremental Trips:</u>	<u>Dollars Spent per Trip:</u>
<u>#Aware Households:</u>	<u>Incremental Room Nights:</u>	<u>Economic Impact:</u>
<u>Increment Travel:</u>		<u>Advertising \$\$ Spent:</u>

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	14-01-034-33	DMO	Visit KC
Category	Convention Marketing	Project Name	FY14 KC Convention Marketing
Primary Objectives	Objective 1: Retain and attract (new) meetings and conventions to Kansas City. Objective 2: Create brand awareness for Kansas City as a meeting destination. Objective 3: Educate meeting planners and decision makers that Kansas City is a premier destination.		

Budget and Expenditures

State Dollars Awarded	\$45,777.50	Local Matching Dollars	\$44,422.50
Total Reimbursement	\$44,422.50	Total Expenditures	\$233,591.76

Marketing Activity Information

Magazine Ads Placed	16	Tradeshows Attended	0	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes Objective 1: KC booked renewals for long standing conventions and booked new meetings such as Sonic Corporation. Objective 2: Creative featured sales managers in key locations for meetings and conventions. Objective 3: Sales hosted several FAMs and numerous site visits to allow planners to experience KC.

*Bookings 245

*Room Nights Generated 232,882

*Economic Impact \$215,711,234

*Avg. Room Nights Per Booking 950

*ROI for Every Dollar Spent \$923.45

Method of Calculation We use a calculator provided by DMAI.

Effect on Future Marketing We saw little traction from tracking URLs and lines on print; however, we were encouraged by some of the results with our online test campaign. Our 2015 conversion plan will be shifted to much higher use of digital media, with only select full page ads.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	14-02-038-33	DMO	St. Louis CVC
Category	Convention Marketing	Project Name	FY14 Meetings & Conventions Trade Advertising
Primary Objectives	Objective 1: Increase sales leads generated by the CVC's meeting and convention marketing efforts by 5% over FY13. Objective 2: Work to raise conversion rate (tentative to definite) from 18% to 20% during FY14. Objective 3: Increase meeting and convention-related hotel room nights by 1.5% over FY13.		

Budget and Expenditures

State Dollars Awarded	\$50,000.00	Local Matching Dollars	\$52,302.25
Total Reimbursement	\$50,000.00	Total Expenditures	\$305,857.25

Marketing Activity Information

Magazine Ads Placed	20	Tradeshows Attended	0	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes Objective 1: The CVC's meeting and convention marketing efforts helped increase sales leads by over 6.5% over FY13. Objective 2: The CVC's conversion rate increased to 24% for FY14. Objective 3: FY14 meeting and convention-related hotel room nights increased 12% over FY13.

*Bookings 414

*Room Nights Generated 605,700

*Economic Impact \$571,807,296

*Avg. Room Nights Per Booking 1,463

*ROI for Every Dollar Spent \$1,869.52

Method of Calculation Out-of-town meeting attendance is multiplied by \$1,036 (DMAI's est. average delegate spending) and in-town meeting attendance is multiplied by \$100 (locally estimated average spending).

Effect on Future Marketing The CVC will continue to evaluate its ad campaign and M&C media plan for cost efficiencies and effective reach of the meeting planner audience, and will build upon the campaign's momentum by expanding into more digital media opportunities.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	14-02-041-33	DMO	City of St. Charles Tourism Department
Category	Convention Marketing	Project Name	Greater St. Charles Convention Marketing
Primary Objectives	1. Achieve guest room revenue goal of \$3,700,000. 2. Increase convention guest room bookings by 3%. 3. Increase economic impact for meetings booked.		

Budget and Expenditures

State Dollars Awarded	\$32,577.00	Local Matching Dollars	\$29,885.84
Total Reimbursement	\$29,885.84	Total Expenditures	\$98,954.20

Marketing Activity Information

Magazine Ads Placed	10	Tradeshows Attended	11	Electronic Media Placed	1
Printed Materials Distributed	0	Other Marketing Activity	627		

Project Outcomes

Objectives and Outcomes 1. Revenue of \$3,638,246 was short by .016%. 2. Bookings increased by 24%. 3. Increased by \$3,070,164.68.

*Bookings 455

*Room Nights Generated 32,252

*Economic Impact \$15,820,251

*Avg. Room Nights Per Booking 70

*ROI for Every Dollar Spent \$159.87

Method of Calculation 124.10 per room night and \$244.28 x 1.5 persons for food, travel and miscellaneous.

Effect on Future Marketing State funding had enabled the Greater Saint Charles CVB to publicize and increase awareness about our destination to local and out of state clients. We plan to continue reaching out through media and trade shows to new clients, however it will be more challenging to find the funds without the cooperative marketing program for convention sales.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	14-03-037-33	DMO	Lake of the Ozarks Tri-County Lodging Association
Category	Convention Marketing	Project Name	Convention Marketing
Primary Objectives	1. To extend our season. 2. To generate in excess of \$50 million dollars in accommodation facility revenues. 3. To ensure the continuance of a strong group, convention, reunion, sports, and golfer customer mix.		

Budget and Expenditures

State Dollars Awarded	\$5,787.50	Local Matching Dollars	\$5,500.00
Total Reimbursement	\$5,500.00	Total Expenditures	\$11,000.00

Marketing Activity Information

Magazine Ads Placed	0	Tradeshows Attended	4	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes 1. Through our convention marketing efforts and presence at tradeshows, we were able to secure 2,240 room nights during our non-peak season. 2. Our objective of exceeding \$50 million dollars in accommodation facility revenues was met. 3. We were able to participate in face-to-face meetings with planners from all areas of group business that would not have been possible without our presence at tradeshows.

*Bookings 5

*Room Nights Generated 2,240

*Economic Impact \$634,500

*Avg. Room Nights Per Booking 448

*ROI for Every Dollar Spent \$57.68

Method of Calculation We multiplied out-of-town attendance by \$94 spent per person, per day. We utilized the Division of Tourism's most recent research indicating the dollar amount spent per person, per day.

Effect on Future Marketing Tradeshows will be evaluated for cost-efficiency and effective reach of the meeting planner audience and we will use this information to create future convention marketing plans to generate additional business in our non-peak season. We have already experienced a 67% growth in leads sent out of our accommodation facilities in FY14.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	14-03-042-33	DMO	City of Columbia CVB
Category	Convention Marketing	Project Name	Convention Marketing FY14
Primary Objectives	Objective 1: Demonstrate an increase in meeting bookings in the months of mid-May through mid-Sept. and Nov.-Feb. Objective 2: Make meetings held Sunday-Thursday a priority when seeking our new business. Objective 3: Maintain or exceed FY13 production goal of 20,000 room nights booked by the CVB in the market.		

Budget and Expenditures

State Dollars Awarded	\$26,839.45	Local Matching Dollars	\$25,310.66
Total Reimbursement	\$25,310.66	Total Expenditures	\$56,174.33

Marketing Activity Information

Magazine Ads Placed	13	Tradeshows Attended	5	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes Objective 1: The CVB realized a 37% increase over FY13 in bookings in the months of mid-May through mid-Sept. and Nov.-Feb. Objective 2: Our current software does not allow for this type of data tracking, so we don't have a measurement for this objective at this time. Objective 3: This objective was met; significantly more than 20,000 room nights were booked.

*Bookings 230

*Room Nights Generated 34,070

*Economic Impact \$6,010,853

*Avg. Room Nights Per Booking 148

*ROI for Every Dollar Spent \$107.00

Method of Calculation # Attendees x 68.50 + # Room Nights x 73.57 = Economic Impact

Effect on Future Marketing We have been successful for two years running in increasing business during our shoulder season, so we will continue with the timing of our advertising, but we do need to look at our message and placement as our overall bookings decreased in FY2014.

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	14-04-039-33	DMO	Springfield CVB
Category	Convention Marketing	Project Name	Convention Marketing
Primary Objectives	1. Create economic impact by booking 51,000 room nights. 2. Build awareness of Springfield by placing \$72,500 in advertising. 3. Attend 23 convention and event planner trade shows and events to generate group business.		

Budget and Expenditures

State Dollars Awarded	\$33,486.00	Local Matching Dollars	\$43,229.10
Total Reimbursement	\$33,486.00	Total Expenditures	\$341,560.10

Marketing Activity Information

Magazine Ads Placed	17	Tradeshows Attended	6	Electronic Media Placed	2
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes 1. Objective was met - 63,739 room nights were booked. 2. Objective was met - over \$75,424 in advertising was placed to increase awareness of Springfield. 3. Objective was met - 23 trade shows and events were attended to generate group business.

*Bookings 44

*Room Nights Generated 31,143

*Economic Impact \$13,702,950

*Avg. Room Nights Per Booking 707

*ROI for Every Dollar Spent \$40.12

Method of Calculation Attendee expenditure is based on # of attendees x # of days x \$150.00 per day. 30,451 attendees x 3 days x \$150 = \$13,702,950

Effect on Future Marketing We plan to measure each component's success as we continue to receive results for future planning.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	14-04-043-33	DMO	Branson/Lakes Area Chamber of Commerce/CVB
Category	Convention Marketing	Project Name	Convention Print Media
Primary Objectives	Objective 1: Expand our database of prospective meetings and convention business/target accounts. Objective 2: Generate specific leads of new/incremental meetings and conventions. Objective 3: Help Branson retain existing current meeting and convention business.		

Budget and Expenditures

State Dollars Awarded	\$50,000.00	Local Matching Dollars	\$50,000.00
Total Reimbursement	\$50,000.00	Total Expenditures	\$250,000.00

Marketing Activity Information

Magazine Ads Placed	20	Tradeshows Attended	0	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes Objective 1: We did expand our database by advertising in publications that reached new meeting planners and by utilizing the publication databases for e-newsletter campaigns.
 Objective 2: We increased the number of meetings booked by approximately 3%.
 Objective 3: Advertising in this guide keeps us top-of-mind with our current customers and helps us retain our current business.

*Bookings 1227

*Room Nights Generated 123,019

*Economic Impact \$23,742,667

*Avg. Room Nights Per Booking 100

*ROI for Every Dollar Spent \$94.97

Method of Calculation 123019 room nights x \$193 (to include average room rate of \$104, average F&B spend of \$67 and an average entertainment spend of \$22).

Effect on Future Marketing This project will help us continue to determine the best methods of reaching meeting planners and which publications are the most effective.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	14-01-012-34	DMO	Buchanan Co. Tourism Board d/b/a St. Joseph CVB
Category	Amateur Sports Marketing	Project Name	Amateur Sports Marketing for St. Joseph, MO
Primary Objectives	1. Implement marketing programs designed to maximize the economic impact of visitor dollars to Buch Co. 2. Increase total occupied hotel rooms in Buch Co. by marketing St. Joseph as a sporting destination. 3. Support & successfully bid on state, regional & national sporting events.		

Budget and Expenditures

State Dollars Awarded	\$5,897.50	Local Matching Dollars	\$4,652.58
Total Reimbursement	\$4,652.57	Total Expenditures	\$42,433.20

Marketing Activity Information

Magazine Ads Placed	5	Tradeshows Attended	0	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes 1. We implemented marketing programs designed to maximize the economic impact of visitor dollars to Buchanan Co. 2. We worked to increase total occupied hotel rooms in Buchanan County by marketing St. Joseph as a sporting event destination. 3. We continued to successfully bid on state, regional and national sporting events that have strong economic impact and also enhance our destinations visibility.

*Bookings 39

*Room Nights Generated 11,562

*Economic Impact \$3,165,710

*Avg. Room Nights Per Booking 296

*ROI for Every Dollar Spent \$74.60

Method of Calculation Our economic impact is based on average daily spending per person. The number of people per hotel room x how many over nights. The figure includes a breakdown of lodging, food & beverage, entertainment, shopping, transportation and misc spending.

Effect on Future Marketing We implemented marketing programs designed to maximize the economic impact of visitor dollars to Buchanan County. This was met by attending tradeshows and placing ads strategically. The sports market saw a 3% increase in FY14. We worked to increase the total occupied hotel rooms in Buchanan County by marketing St. Joseph as a sporting event destination. Sports events booked in St. Joseph brought in 3% more hotel room bookings than the previous year. We continued to successfully bid on state, regional and national sporting events that have a strong economic impact and also enhance our destinations visibility. Amateur Softball, Weightlifting, King Catfish, MO USA Wrestling, America Crown Wrestling, AmeriKids Gymnastics Nationals, and many more, were all bid on and booked during this period as a result of this product.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	14-02-014-34	DMO	City of St. Charles Tourism Department
Category	Amateur Sports Marketing	Project Name	Greater St. Charles Amateur Sports Marketing
Primary Objectives	1. Increase sports guest room bookings by 6%. 2. Achieve sports guest room revenue of \$685,000. 3. Add three new amateur sports events.		

Budget and Expenditures

State Dollars Awarded	\$17,142.97	Local Matching Dollars	\$16,688.76
Total Reimbursement	\$16,688.74	Total Expenditures	\$199,587.25

Marketing Activity Information

Magazine Ads Placed	10	Tradeshows Attended	2	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes 1. We actually had a 38% decrease over the period compared to FY13. This was mostly due to one event we hosted in FY13 and we did not host it in FY14. 2. Guest room revenue was \$692,343, so this objective was exceeded. 3. We added 14 new amateur sports events, so this objective was exceeded also.

*Bookings 119

*Room Nights Generated 6,863

*Economic Impact \$6,216,478

*Avg. Room Nights Per Booking 57

*ROI for Every Dollar Spent \$31.15

Method of Calculation The National Association of Sports Commissions (NASC) calculates that there are 3.2 persons per room per event. There were 6,863 room nights generated during FY14. We are using the formula of \$124.10 per room and \$244.28 per person for food, travel, and other expenses.

Effect on Future Marketing With the current economy and the City's continuing tight budget, the grant funds are essential for us to continue reaching out to our current market and also explore new avenues. We realize the importance of keeping our current market healthy and viable.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	14-03-016-34	DMO	City of Columbia CVB
Category	Amateur Sports Marketing	Project Name	Amateur Sports Marketing FY14
Primary Objectives	Objective 1: Raise awareness of amateur team sports facilities in the Columbia area. Objective 2: Raise awareness of amateur individual sports facilities in the Columbia area. Objective 3: Continue to create strong local partnerships with Columbia's Parks and Recreation dept/other groups.		

Budget and Expenditures

State Dollars Awarded	\$7,429.99	Local Matching Dollars	\$6,690.50
Total Reimbursement	\$6,690.49	Total Expenditures	\$17,504.00

Marketing Activity Information

Magazine Ads Placed	5	Tradeshows Attended	1	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes Objective 1: The use of print and digital advertising was used to target sports event planners to raise the awareness of Columbia as a desirable sports destination. These planners are the decision makers. Objective 2: The use of print and digital advertising was used to target sports event planners to raise the awareness of Columbia as a desirable sports destination. These planners are the decision makers. Objective 3: The CVB partnered with the Parks and Recreation Department for a Sports Feasibility Study. This process involved many local sports stakeholders and will provide us with a sports roadmap.

*Bookings 53

*Room Nights Generated 7,440

*Economic Impact \$2,671,966

*Avg. Room Nights Per Booking 140

*ROI for Every Dollar Spent \$152.65

Method of Calculation Calculation formula as follows: 68.50 x attendees + 73.57 x room nights = economic impact

Effect on Future Marketing In addition to marketing we did through the Cooperative Marketing Fund, we also commissioned a Sports Feasibility Study in partnership with our Parks and Recreation Department. The results of this study combined with the marketing we were able to do have created a roadmap to how we will promote Columbia as an amateur sports destination in the future. We're excited about the continued growth of our sports marketing as well as the potential improvement of the sports product we have to offer. We will use this marketing program as a springboard to expand our current efforts and find new avenues to promote Columbia. This focus on the future should allow Columbia to become a more recognized sports destination with increased bookings of events with larger number of athletes, thereby increasing the economic impact of the sports community.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	14-04-013-34	DMO	Springfield CVB
Category	Amateur Sports Marketing	Project Name	Sports Marketing
Primary Objectives	1. Create an economic impact by booking 51,000 room nights. 2. Build awareness of Springfield as a group event destination by placing \$72,500 in advertising. 3. Attend a total of 23 group planner trade shows to generate business and generate economic impact.		

Budget and Expenditures

State Dollars Awarded	\$16,514.00	Local Matching Dollars	\$15,740.90
Total Reimbursement	\$15,740.87	Total Expenditures	\$119,811.77

Marketing Activity Information

Magazine Ads Placed	7	Tradeshows Attended	2	Electronic Media Placed	0
Printed Materials Distributed	0	Other Marketing Activity	0		

Project Outcomes

Objectives and Outcomes 1. Objective was met - 60,739 room nights were booked in overall CVB bookings. 2. Objective was met - over \$75,424.42 in advertising was placed to increase awareness of Springfield. 3. Objective was met - 23 trade shows. Marketplaces and other industry events were attended which generated event bookings and created economic impact.

*Bookings 12

*Room Nights Generated 29,596

*Economic Impact \$8,325,000

*Avg. Room Nights Per Booking 2,466

*ROI for Every Dollar Spent \$69.48

Method of Calculation Attendee expenditure is based on # of attendees x # of days x \$150 per day. 18,500 attendees x 3 days x \$150 = \$8,325,000

Effect on Future Marketing All bookings as a result of this project will be solicited for future rebookings.

Individual Contract Data for Projects Targeting Public Relations

DMO Information

Contract #: **14-03-008-88** DMO **Jefferson City CVB**

Project: **Capital City FY14 PR Campaign**

Primary Objectives Objective 1: To promote Jefferson City as a leisure tourism destination (50 distributions and 60 media meetings). Objective 2: To generate 15 travel writer visits to Jefferson City and surrounding areas. Objective 3: To obtain \$165,000 in unpaid positive media about Jefferson City (Cole County) area.

Budget and Expenditures

State Dollars Awarded:	\$20,000.00	State Dollars Reimbursed:	\$20,000.00
Revisions:	\$0.00	Local Matching Dollars:	\$20,000.00
		Total Project Cost:	\$40,000.00

Marketing Activity Information

Media Releases Distributed	4	Sales Mission Completed	7
Press Tours Hosted, Group	1	Media Queries Initiated	189
Press Tours Hosted, Individual	8	Photos and Videos Distributed	0
Media Marketplaces Attended	4	Press Kits Distributed	0
Instate Marketing	20 %		
Out of State Marketing	80 %		

Project Outcomes

Did Project Achieve Objectives?	Significantly
DMO Comments	We distributed four quarterly news releases (It's NEWS to You) which promoted Jefferson City as a tourism destination to 1,417 media and we contacted 189 journalists with customized media queries which overwhelmingly surpassed our distribution goal. As well, we had one-on-one (in person) meetings with 130 travel journalists which more than doubled our goal. In addition, we hosted 13 travel journalists that resulted in unpaid positive media exposure in the amount of \$502,097 - which is more than three times our stated goal of \$165,000.
Impact of Co-op Project	Because we have a limited marketing budget, our PR efforts allowed us to successfully broaden the geographic reach of our marketing campaign. We received state, regional, and national editorial exposure via print, broadcast and digital/online publications. Our PR components proved to be cost effective and allowed us to reach new journalists and media outlets that we would otherwise not be able to afford. Also, PR helped build our brand. A feature story on the historic MSP appeared in the Tulsa World following a hosted press trip to Jeff City for one of their reporters. As a direct result, multiple motorcoach tours (from Tulsa area) were booked to Jeff City to visit the historic MSP.
Total Stories Attributable to the Project	44
Total Ad Equivalency	\$502,097

Cooperative Marketing Fiscal Year 2014 Program Summary

Individual Contract Data for Projects Targeting Public Relations

DMO Information

Contract #: **14-03-009-88** DMO **Lake of the Ozarks Tri-County Lodging Association**

Project: **Lake of the Ozarks FY14 PR Campaign**

Primary Objectives Objective 1: Pitch Lake of the Ozarks as a leisure tourism destination to 250 media contacts 2. Host 35 journalists on press tours to Lake of the Ozarks to receive more editorial exposure. Objective 3: Receive 15 to 1 ROI on PR investment based on Advertising Equivalency

Budget and Expenditures

State Dollars Awarded:	\$50,000.00	State Dollars Reimbursed:	\$50,000.00
Revisions:	\$0.00	Local Matching Dollars:	\$50,000.00
		Total Project Cost:	\$100,000.00

Marketing Activity Information

Media Releases Distributed	20	Sales Mission Completed	8
Press Tours Hosted, Group	2	Media Queries Initiated	97
Press Tours Hosted, Individual	15	Photos and Videos Distributed	0
Media Marketplaces Attended	9	Press Kits Distributed	1
Instate Marketing	20 %		
Out of State Marketing	80 %		

Project Outcomes

Did Project Achieve Objectives?	Significantly
DMO Comments	Objective 1: We exceeded our goal of 250 media contacts by 81 percent - we made 454 media contacts that included regular pitching to approximately 60 Midwest Travel Writers Objective 2: We exceeded the amount of editorial exposure received in FY14 vs amount received in FY13 by hosting a Midwest Travel Writer fam tour and a Golf Media fam tour. Objective 3: We exceeded our goal of 15 to 1 ROI on our PR investment; we actually received more than 20 to 1 ROI.
Impact of Co-op Project	The Division's Cooperative Marketing Program has permitted TCLA to expand their marketing efforts through personal contacts with media representatives. In addition, our Golf Council was able to host golf writers on a fam tour by utilizing funds from this program. Editorial coverage in national publications occurred because of our PR campaign that was partially funded by the Missouri Division of Tourism. Together, paid advertising and our earned media helped create awareness of the Lake as a leisure tourism destination and impacted the economic importance of the traveler spending.
Total Stories Attributable to the Project	313
Total Ad Equivalency	\$2,026,315